

CHARGE NUMBER: 2100
PROJECT TITLE: New Product Development
PROJECT LEADER: W. G. Houck, Jr.
PERIOD COVERED: July, 1980

I. NEW PRODUCTS

A. Merit Ultra Lights

Final returns (74%) from the POL test¹ of the 5 mg M + 199 vs. Merit indicate that the Merit is preferred by 0-5 mg, 5-10 mg, 10-15 mg and Merit smokers. Final returns (78%) from the POL test² of the 5 mg M + 199 vs. VUL indicate that VUL is preferred by 0-5 mg, 5-10 mg and Merit smokers. Final returns from the POL test³ of the 5 mg Merit-type vs. VUL, however, indicate that the Merit-type is preferred by 10-15 mg smokers and Merit smokers. 5-10 mg smokers indicate split preference.

Currently in the field are POL tests⁴ of the 4 mg Merit-type vs. Merit, 4 mg M + 199 and VUL. In HTI testing⁵ are the cork and white-tipped 4 mg M + 199 vs. Merit, and the white-tipped 4 mg M + 199 vs. VUL. The cork-tipped test vs. VUL was cancelled. Topline data from these studies are expected the week of August 18, 1980. Also in the field are the identified Mall Packaging Studies. Initial data are expected by August 11, 1980.

The VP Multipack⁶ which contains Merit 85, VUL, 4 mg M + 199, 5 mg M + 199 and 5 mg Merit-type is now scheduled for shipment the week of August 11, 1980. The 5 mg 100 mm M + 199 (higher RTD) is currently in the field vs. Kent III 100,⁷ awaiting shipment vs. VUL⁸ and being remade vs. Merit 100.⁹

Data (50% returns) from the mini-Mall Studies indicate directional preferences for the 4 mg Merit-type and Merit when tested vs. the 4 mg M + 199. The 4 mg Merit-type vs. Merit results indicate a split preference.

The 4 mg M + 199 menthol cigarettes for Mall and POL testing¹⁰ are being held in favor of changing the menthol testing to the Merit-type blend as soon as possible.

A second factory run was completed on the M + 199 blend on August 5, 1980. An initial factory run on the Merit-type blend is scheduled for the week of August 11, 1980. As with the M + 199 cigarettes (4 mg) will be made and packaged.

Cigarette models of short-range modifications to the Merit-type blend are currently being made. Additional short-range modifications to the M blend are to follow.

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B. Cambridge (Project Trinity)

National POL tests have been requested for four menthol candidates of the 4 mg 100 mm Cambridge. These tests should be completed by early October 1980.

Work continues on specifications for a 1 mg 100 mm Cambridge.

C. Project Milds

Initial candidates for this program to produce a "mild" tasting cigarette with flavor were contaminated and will have to be remade.

II. INSTRUMENTATION

A. Eastman Rapid PZ Analyzer

Initial design strategy for incorporating the Eastman design for a rapid PZ analyzer into a usable test station has been formulated. Parts for this project are now beginning to be received.

B. Eastman Modified LaserMike

A technical evaluation for the Eastman modified LaserMike was written for presentation at the 1980 CORESTA meeting in Manila.

C. Combination PDI/DDI

An operating and calibrating procedures manual for the new combination pressure drop and dilution instrument was completed in July 1980.


W. G. Houck, Jr.

WGH/lad

REFERENCES

- ¹POL N-4150
- ²POL N-4152
- ³POL N-4145
- ⁴POL N-4155, 4156, 4157
- ⁵HTI 5134/7084, 5135/10061, 5136/7085
- ⁶VP 4758
- ⁷POL 7044
- ⁸POL 7053
- ⁹POL 7049
- ¹⁰POL 2037, 2038, 2039

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